

Subject: Press Release: MAYOR ANNOUNCES CITY-WIDE TRAFFIC SAFETY CAMPAIGN AIMED AT SAVING LIVES

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Date: 04/19/2017 03:54 PM

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MAYOR ANNOUNCES CITY-WIDE TRAFFIC SAFETY CAMPAIGN AIMED AT SAVING LIVES

Los Angeles, CA (April 19, 2017)

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In April, through the City's Vision Zero initiative, the Los Angeles Department of Transportation (LADOT) will launch a two-pronged traffic safety education campaign along LA's High Injury Network. The High Injury Network is made up of 6% of Los Angeles streets, where a staggering 65% of all deaths and serious injuries involving people walking and biking occur. This \$2 million effort includes eight community-based on-the-ground outreach campaigns, as well as a paid media campaign.

"Angelenos' safety is my number-one priority — and a big part of saving lives is raising awareness about how we can move more carefully on L.A.'s streets," said Mayor Eric Garcetti. "Our Vision Zero education campaign will encourage safe habits so that we can cut the risk of injury for people who walk, bike and drive in our neighborhoods."

Between April and June 2017, seven teams of community organizations will carry out eight creative traffic safety education campaigns to promote road safety along distinct portions of the High Injury Network.

One community-based project will take place adjacent to MacArthur Park, where Central City Neighborhood Partners will carry out a weeklong street activation aimed at reducing traffic deaths in the area. During the activation, community volunteers will distribute a "fotonovela" booklet that

communicates Vision Zero principles through the story of an elderly victim who was killed recently while crossing the street. The group will also activate an empty lot with Vision Zero-themed community mural, install temporary traffic calming interventions, and host a mapping and model-building workshop to help the community envision street improvements. A community festival will close the activation and include a visit from the Mexico City superhero and pedestrian activist Peatonito.

"Many of us know friends, families, and loved ones impacted by a traffic crash. Public art is an incredible tool to help our communities process traffic fatalities, capture our attention, and compel us to action." said Seleta Reynolds. "We're funding community based organizations and local artists to teach their friends and neighbors about the role we can all play in reducing traffic deaths in Los Angeles." said Seleta Reynolds.

"Transportation is just another form of dance and choreography as we move through our Great City. These projects enable us to use art and creativity as tools to educate and communicate vital Vision Zero information about how we can all be safer and save lives in LA," said Danielle Brazell, General Manager of the City of Los Angeles Department of Cultural Affairs."

To supplement the community activations, Vision Zero LA will produce a \$1 million paid media social-marketing campaign. Both education efforts come in advance of safety improvements coming this summer to 95 miles of the High Injury Network. These parallel efforts are aimed at meeting Vision Zero LA's first major benchmark goal: a 20% reduction in traffic fatalities by the end of 2017.

For more information about Vision Zero and its traffic safety campaigns, please visit:

visionzero.lacity.org/actions/

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